

ORDER



Orders	Order / Rev:	724936	
	Alt Order #:	06396753	
	Product Desc:	ROMNEY FOR PRESIDENT	
	Estimate:		
	Flight Dates:	10/26/12 - 10/30/12	Primary AE:
	Original Date / Rev:	10/25/12 / 10/29/12	Sales Office:
	Order Type:	Political	Sales Region:

WJXX-TV

Jim Quinn

T-PHI

NAT

Agency	Name:	American Rambler Productions/ POL	
	Buying Contact:		Billing Type:
	Billing Contact:		Billing Calendar:
		138 Conant Street	Billing Cycle:
		Beverly, MA 01915	Agency Commission:

Cash

Broadcast

EOM/EOC

15%

Advertiser	Name:	Romney, M/ R / President	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL-Presidential	Order Separation:
	Priority:	P-3	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	39	\$23,380.00	\$19,873.00	October 2012	39	\$23,380.00	\$19,873.00	0.00
10/29/12	10/30/12	40	\$14,515.00	\$12,337.75	November 2012	40	\$14,515.00	\$12,337.75	0.00
					Totals	79	\$37,895.00	\$32,210.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Jim Quinn	Start Of Order - End Of Order	100%
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WJXX	10/26/12	10/26/12	America This Morning	CM	430-5a	-----F--	:30	1	\$20.00	P-3	0.00	NM	1	\$20.00
				America This Morning											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/22/12	10/28/12	-----F--		1				\$20.00		0.00			
E 2	WJXX	10/29/12	10/30/12	America This Morning	CM	430-5a	MT-----	:30	2	\$20.00	P-3	0.00	NM	2	\$40.00
				America This Morning											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	MT-----		2				\$20.00		0.00			
E 3	WJXX	10/26/12	10/26/12	GMJ Sunrise	CM	5-6a	-----F--	:30	2	\$60.00	P-3	0.00	NM	2	\$120.00
				M-F 5-6a											
		2X MAX/DAY													
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/22/12	10/28/12	-----F--		2				\$60.00		0.00			
E 4	WJXX	10/29/12	10/30/12	GMJ Sunrise	CM	5-6a	22-----	:30	4	\$60.00	P-3	0.00	NM	4	\$240.00
				M-F 5-6a											
		2X MAX/DAY													
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	22-----		4				\$60.00		0.00			
E 5	WJXX	10/26/12	10/26/12	GMJ	CM	M-F 6a-7a	-----F--	:30	2	\$90.00	P-3	0.00	NM	2	\$180.00
				M-F 6a-7a											
		2X MAX/DAY													
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/22/12	10/28/12	-----F--		2				\$90.00		0.00			

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Advertiser: Romney, M/ R / President
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 20	WJXX	10/29/12	10/30/12	4-5p Anderson	CM	M-F 4-5p	MT-----	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	MT-----		2				\$100.00		0.00				
E 21	WJXX	10/27/12	10/27/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footb:	CM	Sat FCN News	We-----S-	:30	1	\$150.00	P-3	0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S-		1				\$150.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
	1	WJXX	10/22/12-10/28/12	FCN Sat News at 6:30		Sat FCN News	W-----			-----Sa--		:30	(\$150.00)	0.00	NM	
		<i>Unresolved</i> [Preempted - Football ran ended 7:47 JIP Road to CMA at that time]														
E 22	WJXX	10/28/12	10/28/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S		2				\$175.00		0.00				
E 23	WJXX	10/29/12	10/29/12	Mon Prime Other	CM	8-10p	M-----	:30	1	\$3,600.00	P-1	0.00	NM	1	\$3,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	M-----		1				\$3,600.00		0.00				
E 24	WJXX	10/29/12	10/29/12	Mon Prime C	CM	10-11p	M-----	:30	1	\$2,700.00	P-1	0.00	NM	1	\$2,700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	M-----		1				\$2,700.00		0.00				
E 25	WJXX	10/30/12	10/30/12	Tue Prime A Tue Prime A	CM	8-9p	-T-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-T-----		1				\$2,000.00		0.00				
E 26	WJXX	10/30/12	10/30/12	Tue Prime B Tue Prime B	CM	9-10p	-T-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-T-----		1				\$1,000.00		0.00				
E 27	WJXX	10/30/12	10/30/12	Tue Prime C Tue Prime C	CM	10-11p	-T-----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-T-----		1				\$1,300.00		0.00				
E 28	WJXX	10/26/12	10/26/12	Fri Prime A Shark Tank	CM	Fri 8p-9p	-----F--	:30	1	\$1,485.00	P-1	0.00	NM	1	\$1,485.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----F--		1				\$1,485.00		0.00				
E 29	WJXX	10/26/12	10/26/12	Fri Prime B What Would You Do?	CM	Fri 9p-10p	-----F--	:30	1	\$1,485.00	P-1	0.00	NM	1	\$1,485.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----F--		1				\$1,485.00		0.00				
E 30	WJXX	10/26/12	10/26/12	Fri Prime C 20/20	CM	Fri 10p-11p	-----F--	:30	1	\$1,980.00	P-1	0.00	NM	1	\$1,980.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----F--		1				\$1,980.00		0.00				
E 31	WJXX	10/27/12	10/27/12	Prime College Football 758p-1130p	CM	758p-1130p	-----S-	:30	4	\$1,200.00	P-3	0.00	NM	4	\$4,800.00	
		<i>4X MAX/DAY</i>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S-		4				\$1,200.00		0.00				
E 32	WJXX	10/28/12	10/28/12	Sun Prime A America's Funniest Home Video	CM	7-8p	-----S	:30	1	\$1,440.00	P-1	0.00	NM	1	\$1,440.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S		1				\$1,440.00		0.00				
E 33	WJXX	10/28/12	10/28/12	Sun Prime B Once Upon a Time	CM	8-9p	-----S	:30	1	\$4,140.00	P-1	0.00	NM	1	\$4,140.00	

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 47	WJXX	10/29/12	10/30/12	General Hospital	CM	.	MT-----	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
				General Hospital											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	MT-----		2			\$110.00		0.00				
E 48	WJXX	10/28/12	10/28/12	First Coast News On Point	CM		First Coast News C-----S	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
				First Coast News On Point											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S		1			\$50.00		0.00				
Totals														79	\$37,895.00